

# ITOA

INCOMING TOUR OPERATORS  
ASSOCIATION - IRELAND





Delivering 500,000 overseas visitors to  
Ireland – Why not 1,000,000?

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# REVISED POLICY THINKING

Government Policy

‘Mindset’

Time to shift gears

Recovery → Growth

Or

Get overtaken by the competition



# Re-Think Policy – Stimulus required for Growth not just Recovery

## DUBLIN'S TOURISM CAPACITY



Joined Up Policy Required @  
government and local government

FDI investment Incentive – why aren't  
hotels & tourism infrastructure  
considered in the same way?

Indigenous Industry – priority for  
future economic growth

✓Fast Track planning

✓Designation for Regeneration

✓Short Term Stimulus measure for  
Long-term sustainable jobs



5000  
more

For 500 -  
1000



Increase capacity to  
grow the business



Coaches	→
Tickets	↑
Airport Express	→
All Trains	←
Toilets	←
Travellers Aid	←
Luggage Hand	←

Joined up transport planning



# National Policy For Regional Sustainability

Policies that need to be sensitive to the environment but **not** a barrier to growth

OPW – Visitor Services Area – needs funding and complete re-structure

International Marketing - investment in the future – not about today or next year but 2017/2018

Product Programmes investment strategy needs to be more than just about signage in terms of development – where's the blue sky thinking and long term planning and mandate from local govt.

Plan for future iconic attraction s— just one for each destination!!!





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## THANK YOU